

Lewis and Clark Bicentennial Commission Meeting October 16, 2003

Attendees: Jonathan Kemper, Robert Archibald, Doug Eiken, Frank Wesley, Cheryl Thorp, Charles Jackson, John Robinson, Mark Kross, Shannon Cave, Kenneth Wiinn, Denise Evans, Larry Larson, Gerald Lee, Wendell Smith, Elizabeth Gentry Sayad, Sue Holst, Melanie Robinson, Connie Schmidt, David Kelly, Brian Stith, Bob Sullivan, Jeremy Ragonise, Chris Buckland, Christyn Edwards, Jim Denny, Gordon Julich, Scott Lauck, Susan Wuckowitsch, Emilie Jester, Steve Johnson, Michael Burke, Jody Ladd Craig, Brian Burnes, and Sharon Sanders Brooks. Participating by telephone was: Ann Rogers, Sheila Bercier-Liese and Barbara Woods.

Issue/Staff Person	Discussion
Call to Order and Roll Call / Jonathan Kemper.	Jonathan Kemper called the meeting to order at 9:30 a.m. Introductions were made and roll call taken.
Approval of Minutes/ Jonathan Kemper	Jonathan Kemper called for approval of the minutes of the July 10, 2003, commission meeting. Dr. Gerald Lee moved to approve the minutes and Cheryl Thorp seconded. Motion carried.
Co-Chair Comments	<p>Jonathan Kemper said he was personally honored and delighted that the commission meeting is in Kansas City. Jonathan Kemper welcomed everyone to the Auditorium of the Commerce Trust Building, a renovated building from 1927, and thanked Bob Archibald for making available four of the six panels from the Missouri Historical Society's Traveling Exhibit for display in the Auditorium.</p> <p>Bob Archibald gave a brief update on the Ad Council campaign launching the first week in November 2003. Bob Archibald said copies of the material would be made available by contacting the National Bicentennial Lewis and Clark office. The Web portal for the National Bicentennial is about up and running and that is at Lewisandclark200.org. The curriculum relating to the National Bicentennial Exhibit can be accessed at www.Lewisandclarkexhibit.org.</p>
Executive Director's Report/Doug Eiken	<p>Doug Eiken said this was the first time he had seen the Lewis and Clark exhibit going around the state and reported that the state museum is working with the Missouri Historical Society to schedule the exhibits. Doug Eiken said he wanted to remind the commission that it would begin focusing in on the "legacy projects" – the projects that were done for the bicentennial that will have lasting impacts.</p> <p>Bob Archibald announced that there are copies of the exhibition circulating and that if anyone is interested in having it in his or her local community, the Missouri Historical Society in St. Louis or the Department of Natural Resources can provide more information.</p> <p>Doug Eiken said his plan is to put together a report to the state in which the legacy projects will be highlighted. Doug Eiken said the exhibit is just an example of the projects that are on-line, projects that are being completed, and projects that will continue to be completed between now and the end of next year. Doug Eiken reported that even on into 2006 there are some projects that are planned to be complete by the return in 2006, which are not fully funded.</p> <p>Doug Eiken continued that everything is accelerating now as we get ready for the first event at the end of November. Doug Eiken has been working with the National Council and the National Park Service to provide opportunities for the historic tribes of Missouri to be involved in events and activities for the commemoration. The biggest job at the moment is trying to contact historic tribes of southeast Missouri, with the focus and work primarily on the Absentee Shawnee and the Quapaw to participate in the event in Cape Girardeau. If better working relationships with the historic tribes of Missouri can be established, then the bicentennial can leave some long-term positive benefits for both the tribes and the state. Hopefully that will be one of the commission's legacies.</p> <p>Operations Budget – Doug Eiken reported that after the commission made the commitment to do some diversity grants, the commission is right on track with the budget and there may be some funds left over at the end of the budget period. Right now there isn't any funding earmarked for the commission after June 30, 2004. The only way some of the funds can be carried over beyond June 30, 2004 is to get a reappropriation of funds. Information has been</p>

	<p>received from the Department of Natural Resources that reappropriations are not expected so Doug Eiken said he and his staff are trying to make sure all of the funds are expended. That puts a little pressure on some of the communities that are getting grants from the commission to get their bills in and get their grants taken care of by that deadline. There still may have to be a reappropriation; however, there's a concern if this happens that some of the people who have received grants cannot get them because those funds have been swept. So the safest thing to do is to get all the obligations and all of the bills in by June 30. We are working on three or four projects that require either outside funding, agency funding or commission funding. We are working with the Department of Natural Resources' Outreach and Education in putting together Native American resources and guides. A booklet on the sign program is also being put together and the booklet will probably be run through the Department of Natural Resources revolving fund in order to sell it. Doug Eiken said the intent of the booklet is to provide a little more detailed guide of our signing program. There is also the statewide brochure that staff has put together. There have been some changes for this issue. Doug Eiken said that these things are the types of things being considered to provide some type of legacy package for schools and libraries.</p> <p>Chris Buckland gave a brief update on the status of the Corps of Discovery Grants. A lot of the grants from Round One have been paid. The grantees have turned in a lot of their paperwork per agreement. There were only two grants that were cancelled – Sacred Hills Association and the city of Huntsdale. Chris Buckland said the Round Two deadline is December and the reimbursements have to be in by March. In November, letters will be sent out to the Round Three recipients reminding them that the deadline is March and reimbursements will be made around April. Chris Buckland said that recently six Memorandums of Agreements were received for the diversity projects. The agreements have been sent out to recipients for signatures.</p> <p>Dr. Lee asked the reason for the cancellation of the two grants. Chris Buckland explained that the city of Huntsdale wasn't incorporated and therefore were not eligible for a grant. Sacred Hills Association and the keelboat just didn't work out so they asked that their grant be cancelled</p>
FY04 Appropriations Closeout / Doug Eiken	<p>Doug Eiken reported that currently there is no plan to reappropriate the funds for the activities after June 30, 2004. The commission is going to have to come up with some kind of an alternative funding strategy or get a reappropriation. Doug Eiken said plans would be laid out by the next commission meeting.</p>
Jonathan Kemper Events and Special Projects Reports	<p>National Signature Events Reports – Emilie Jester, with the Heart of America: Journey Fourth, brought an outline of the weekend activities for the Journey Fourth event. Emilie Jester reported the event is in cooperation with Atchison and Leavenworth, Kansas, and is a bi-state event. Emilie Jester said that one of the exciting things would be the Marine Corps band will be here and will be rotating that weekend between all three cities. Emilie Jester said she wanted to thank this committee and whoever chose the grants. Emilie Jester said they had gotten a grant for the Jazz Museum, which will do a presentation on York, which is scheduled for June 25, 2004. Emilie Jester mentioned several additional planned activities and then introduced Mike Burke, the chair from the Heart of America: Journey Fourth committee.</p> <p>Mike Burke gave an update of the July 2 and 3, 2004, Kansas City event. Mr. Burke thanked Jonathan Kemper for his hospitality and welcomed the commission and support staff to Kansas City. Mr. Burke said he had just returned from Louisville's Falls of the Ohio event. Mr. Burke said the event had been handicapped by bad weather and it was not the best time of year to celebrate for 14 days. Mr. Burke said that when the bicentennial begins to hit Missouri, the national fervor for Lewis and Clark is going to be at fever pitch. Mike Burke said that Lewis and Clark is helping Kansas City focus on is an immense revitalization of its urban riverfront as well as other cities. Kansas City has a new riverfront park that will be in nearing completion next July fourth, with a grant through the Corps of Engineers, and will be constructed by the Corps of Engineers. It will emphasize the wetlands. The Riverfront Heritage Trail will be dedicated over the Fourth of July weekend which connects along the river to Clark point for the city's Lewis and Clark statue and also over to Kansas City, Kansas, along the Kaw River. On that weekend, there will be the lighting our three downtown bridges permanently, red, white and blue. The Broadway Bridge will be red, the America Bridge will be white, and the Versailles will be blue. Mike Burke then introduced Jodi Craig of the Mid-America Regional Council who has been a tremendous help in putting together the marketing program.</p>

Jodi Craig gave a brief background of the council since they are not normally involved in tourism. The council was asked to become involved because of its 32-year history working with local governments across many jurisdictional boundaries. Jodi Craig reported that ads for the Journey Fourth Event have been placed in a variety of publications including annual publications being published the end of this year and/or early next year. The council is also working with local television and radio executives to determine exactly what kinds of sponsorships they are going to be involved in.

Three Flags Festival – Elizabeth Sayad reported The Louisiana Purchase Group has developed a special supplement to the St. Louis Post Dispatch for the first weekend in March. New developments for the Three Flags Festival include the Spanish Choir from the Prince of Asturias Foundation – a very prestigious choir with 30 members. They will be performing at five different venues between the 12th and the 14th. The St. Louis Cathedral Basilica Choir is housing them all in their families.

There will be a Creole Corridor tour on March 12, 2004, 8:30 a.m. until 5:30 p.m. The Corridor runs from Cahokia, Illinois, to Chester, Illinois, and from Ste. Genevieve, Missouri, to St. Louis, Missouri. There is no guided tour for this passage so a self-guided-tour pamphlet is being created as a permanent legacy for decades to come. The Missouri Humanities Commission, which has a theme that we are embracing, “How Do Specific communities Respond To Singular Events That Impact Their History?”

Debbie Lappe – At Doug Eiken's request, Debbie Lappe gave a summary regarding the coordination of the Native Americans and Illinois. Debbie Lappe reported that St. Charles came to the town of Portage des Sioux and asked if we could be included in their Native American events. The Lewis and Clark College, in Illinois, came over at a different time and asked if they could have an event in Portage des Sioux because of the history. Debbie Lappe reported that as a result, what is being planned is the second weekend of the St. Charles Signature Event (May 22 and 23) there will be an historic symposium as well as other activities. There will be Native American activities such as a Pow Wow, dance, food and art. St. Charles is actually having a Native American event highlighting the Friday before the Saturday and Sunday weekend. Scheduled is Sylvester Alley, Missouri Otoe, possibly the Osage Nation and others that are interested but not yet totally engaged. Portage des Sioux has not given up on the Kickapoo yet. Debbie Lappe said they are going to make a visit to Mr. Alley and talk about his involvement with the Kickapoo in the area.

L&C Event Programming Project – Larry Larson reported they have been working with the National Park Service on the Corps of Discovery II, Tent of Many Voices and the local communities. Larry Larson said he is beginning to make contact with the other nine venues. Chuck Martin is head of the local committee, Cape Girardeau, involved with Jane Jackson and they have been more than helpful. Larry Larson said there is just so much out there but what the Tent of Many Voices has the opportunity to do is provide what really happened at the local level, what was the interaction at Cape Girardeau and what was the interaction at St. Charles. Larry Larson reported that everyone else is going to come and go quickly, but Corps of Discovery is going to stay there for four or five days. In the Kansas City area they are going to be there over 14 days. There is an opportunity at each venue to tell the extended story. Shannon Cave and Larry Larson are working hard with the local communities to make the Tent of Many Voices a really big deal. Larry Larson reported that the program schedule that had been submitted to the National Park Service has not been completely approved yet, but there are 8 hours of programming that takes place each day at the Tent of Many Voices. Larry Larson said that could be a number of things but it ought to be our story of the diverse story and the local stories will be stressed.

Shannon Cave continued the report. Shannon Cave said the commission should be really proud of Kansas City's plans and ideas. Mr. Cave suggested doing some serious attention work with Illinois to make sure that Missouri's “kickoff” goes with everybody on the same song sheet. Shannon Cave said there is conflict in Illinois with where it all starts. There are two different winter encampments over there. There is a possibility we may end up with multiple keelboats. Shannon Cave said it's not wrong to have too much stuff but what is not needed is having it look like everyone is bickering with each other because of it. Shannon Cave suggested that the top

levels of this commission and the Illinois commission find a way to make sure the sendoff next May doesn't start with a media story about something negative. Shannon Cave said it is a little more than what he and Larry Larson can accomplish. They would appreciate some assistance.

Doug Eiken said that they are working with Harry Windland of the Illinois Commission and will continue to work with them.

Marketing & Promotions Update – John Robinson reported that the “message” is to showcase Missouri as where the Lewis and Clark journey began. Tourism’s goal is to build Missouri’s image as a rich source of cultural heritage and history and highlight Missouri’s unique attractions and events. This positioning Missouri can own and would set us apart from the other ten states promoting the commemoration. John Robinson reported that MMG World Wide has made an agreement with Southwestern Bell Company phonebooks throughout Missouri, that he covers that are not sold, will feature Lewis and Clark paintings on the cover of these phonebooks. They join Sprint Corporation, a major phone company serving Missouri, in putting Lewis and Clark on phone book covers. There are four different depictions of the Lewis and Clark Journey by two artists: Gary Lucy, of Washington, Missouri, and Michael Haynes. They will be selected to rotate throughout the state and actually individual cities will be able to choose.

John Robinson then reported on the Lewis and Clark marketing promotion, which was launched this past September 30. Tourism now has a Web site, www.visitmo.com/lewisandclark. The icon on Tourism's main page is to move people to Lewis and Clark information. John Robinson said Tourism is targeting marketing using give-a-ways, employing e-mail advertising, and direct mail using envelope stuffers called buck-slips. Tourism is also doing radio ads. John Robinson said in southeast Missouri there would be radio ads because that part of the journey is upon us. The centerpiece to get people to respond to Tourism so that we can send them fulfillment information about all of your events are five give-a-ways to the signature events and bicentennial exhibition. Mr. Robinson said he would like to particularly thank St. Charles because the donated two give-a-ways for the expedition and also Kansas City, which donated one as well.

John Robinson reported the www.visitmo.com/lewisandclark Web page features history of Lewis and Clark in Missouri. The Web page also features a Calendar of Events and links throughout the Lewis and Clark resources. John Robinson said that Division of Tourism’s idea is to try to unify all of the various Web sites that are out there about Lewis and Clark through a signature block. That signature block is now up and running.

John Robinson gave a rundown of all of the give-a-ways throughout the state. The first e-mail, which featured the “kickoff” of the National Bicentennial event, was sent on October 7, 2003. Tourism already has 5,000 entries because the e-mail is basically inviting them to enter the contest. The second e-mail is scheduled for November 17, 2003, and will feature the Louisiana Purchase Three Flags Festival. The third one is scheduled February 15, and will be for the St. Charles ceremony. The fourth is scheduled April 14, and will feature the Kansas City 4th of July event. Fifty thousand e-mails go out and that number can grow. John Robinson said that for direct mail oversized postcards are being used and 50,000 will be sent out. Tourism is putting out 1.5 million envelope stuffers to the Missouri Department of Revenue to go out in checks, refund checks, auto license renewal notices, etc. That was used to a great success after the tragic events of September 11th. Tourism started a campaign called “Rediscover Your Missouri,” and we used these so-called buck slips to great success with various departments.

The media buy-in opportunity – Tourism’s ad agency, MMG World Wide, is currently investigating media opportunities and this information has been relayed. The industry has indicated a desire to know where MMG is advertising. John Robinson said they at Tourism believe they need to work very closely with the local events in doing that. Many publications are finalizing their publications for next year and Tourism will know in a couple of weeks what success our negotiations have brought. Missouri net radio has 60-second radio spots highlighting southeast Missouri Lewis and Clark events. John Robinson thought that if the last three months of 2003 are missed, we have missed the Lower Mississippi opportunity in Missouri. Tourism has a fulfillment center and they are currently sending out the Missouri Department of Natural Resources’ Lewis and Clark brochure when requested. To integrate

fulfillment, the 2004 Vacation Planner would not only have the cover, which features the ubiquitous Fife and Drum Corps of St. Charles, but it will also do an 8-page spread promoting Lewis and Clark. That Missouri travel guide will be off the presses in late November and Tourism will start distributing this piece – ½ million of these throughout the nation with the focus on the Mid-west, beginning in December.

John Robinson said the National Tour Association, which enhances the tour buses, has a convention coming up next month. We do an annual "Breakfast in Bed" promotion, in which we make presentations to folks in their hotel rooms, Missouri brings breakfast to them and promotes Missouri tour destinations. This one will feature Lewis and Clark to tour operators and tour planners throughout the United States and Canada. This is a very popular thing, and I must say too that is the National Tour Association. But the American Bus Association, which puts out the 100 greatest destinations in the United States. Missouri had two. One of them was Branson, as many of you would suspect. The number one tour destination in the United States this year is St. Charles, Missouri, because of Lewis and Clark – which is significant. That is being promoted through tour bus operators and tour organizations. Tourism will have on its Web site, a page devoted specifically to the commission's resources. Tourism is also creating a bibliography of resources on York. John Robinson said he didn't think there was any one place among the states or Lewis and Clark entities that are promoting the journey, where a visitor could find everything written or said or discussed about York in one place. John Robinson said his goal is to have that on Tourism's Web site. There is a limited amount of information, but what is known and has been discussed we will have on one page. Charles Jackson suggested something be done to raise visual awareness and John Robinson agreed. John Robinson said he was concerned as well because out of all of the Lewis and Clark events he has attended, there is very little participation by African-Americans. The Healing Drum Ceremony in St. Louis, is an opportunity to invite the African-American community, especially in St. Louis, to come to this Healing Drum Ceremony. This ceremony will feature Native American drum rituals as well as African-American drum rituals. If this is promoted right, it will be a way to encourage participation.

Representative Sharon Sanders Brooks made some suggestions in how to promote these events without expending a lot of money and in terms of awareness. Representative Brooks said there are events in Kansas City coming up. Representative Brooks thought that perhaps Doug Eiken and others could come up with a way for information about Lewis and Clark could be distributed to entities that are having Dr. King ceremonies in January. Representative Brooks said the African American Travel Writers Association will be in Kansas City in the spring of 2004 and perhaps some involvement with them could be made.

MDC Grant Program Update - Shannon Cave reported that the deadline for the school grants has passed. There is \$150,000 worth of funding and approximately \$400,000 worth of school requests have been received. The Department of Conservation is trying to chisel a few more dollars out of something else to provide more funds for the grants. The community grant program's deadline is October 14. Shannon Cave said they have received four requests totaling approximately \$50,000 at this point and we anticipate quite a few others.

Other Project Highlights – Doug Eiken directed attention to the packets and the Missouri Girl Scout Council's Lewis & Clark Bicentennial Program 2004-2006 booklet sent in by Commissioner Barbara Woods. The report shows how they are interfacing their program with the commemoration. Doug Eiken said that in addition to the Girl Scout Program, in the packets there is also a Task Force Project Status Report. Doug Eiken said that If there is a project you're interested in, you could go to this report and check the status.

Ken Winn moved to send a letter of commendation to Dr. Jim Goodrich for his work with the commission. Ken Winn stressed the urgency in taking action to get this letter together. Dr. Lee seconded the Motion. Motion approved. Doug Eiken said he would get a letter together to send to Jim Goodrich.

Charles Jackson reported that the planning committee for the Missouri River Re-enactment flotilla's work group continues to meet monthly. Hans Huenink leads the work group and they continue to work with communities and offer what services law enforcement can assist them with. Charles Jackson said they are still dealing with the communications issue and that they

	<p>have Motorola coming to do a presentation. Commissioner Jackson said they are still trying to get the presentation worked out. Charles Jackson said they are still working on security around the boats. Apparently, in some of the other events, there was no control of the public around the boats causing problems.</p> <p>Ken Winn brought to the commission's attention that the Wall Street Journal selected the Missouri Lewis and Clark Bicentennial Commission's Web site was cited as one of the six best sites. The article was complete with the mentioning of the Harlan mapping project. The thing that I really wanted to mention is that one of our friends, Jim Denny, provided a 70,000 word text to go along with the maps and Ken Winn just wanted everyone to know that book is available now.</p>
<p>Old Business - Native American, African American & Diversity Proposals Doug Eiken</p> <p>Lewis & Clark Activities Scheduler / Doug Eiken</p>	<p>Doug Eiken reported a scoring committee scored a variety of diversity proposals and more diversity in the national signature events and events in Missouri were established. Eight projects were selected. Doug Eiken said that not all the projects that were proposed were funded, or were they all funded at the level requested. These are the grants that were given out for improving diversity in our programs and activities. Doug Eiken said staff was in the process of notifying the recipients. Doug Eiken said the MOA's were signed today by the co-chairs and they will be going out.</p> <p>Doug Eiken reported staff has been asked to put together an easy way for people to find out when the scheduled activities are occurring and to go into detail about what each activity is. Doug Eiken said staff has put together a scheduler that will be on our Web site where individuals can quickly obtain more information about the activities, exhibits, and so on that have been scheduled. Connie Schmidt gave a demonstration of how the scheduler will work. Doug pointed out that the features of the Web site had also been changed and updated – a new look. The scheduler should be completed in approximately one month.</p>
<p>Logo Use and Endorsement Requests / Frank Wesley</p> <p>2004-2006 Commission Activities Discussion / Doug Eiken</p>	<p>Frank Wesley explained a request for use of the logo to promote the Missouri Historical Society Exhibit when it arrives at Kennett school in Kennett, Missouri. The request is to use the logo on some T-shirts and flyers, etc. help promote the exhibit. Marci Bennett and Sue Holst reviewed it and they suggested approval of the request. Shannon Cave moved to accept the request. Cheryl Thorp seconded the motion. Motion carried.</p> <p>Doug Eiken reported the need to find out how many commissioners are interested in being involved in community activities in their area or, in the areas of their interest and encourage the commissioners to become involved. Bob Archibald suggested the commissioners get an invitation from the community asking for the commissioner(s) involvement, and then the commissioners can make their own decision as to whether or not they can or want to participate in an event, speaking engagement, etc. Bob Archibald said to do whatever it takes to get the word out regarding invitations to commissioners. Doug Eiken said he wanted the commissioners to be aware, and in the Minutes, that we are going to be aggressive in seeking commissioner involvement in projects and activities from this point on.</p> <p>Doug Eiken directed everyone's attention to the meeting schedule in the packets. The issue the commission needs to deal with is that the financial support for the commission ends as of June 30, 2004, unless a way of rolling some of these funds over is found. Doug Eiken said the commission needs to come up with some kind of a long-term plan for commission involvement for 2006. It is suggested for 2004, the commission schedule a meeting in February, one in July, and sometime in late October or November. At that time, we would put together a publication or a booklet that would have all of the commission activities that have been completed for the first part of the commemoration. The commission would then submit the booklet to the Governor as a report of sorts from the commission. After November the question is, "what should the commission do until 2006? Should the commission be disbanded? If not, where do we find the funds to support any ongoing activities?"</p> <p>Jonathan Kemper said he thought the meetings needed to be scheduled. February is the National Exhibit time and Kansas City should coincide with the Journey Fourth event. Then concluding with the meeting on October 7 to make the commission's report to the Governor. There was discussion and the dates for the meetings agreed upon.</p>
Adjournment	